

POSITION ANNOUNCEMENT

Director of Annual Giving

Wartburg College is seeking candidates for the position of Director of the Annual Giving. This person is responsible for developing and executing annual giving strategies and programs that support institutional goals. This person is responsible to the Director of Development for all functions of the College's Annual Giving program, assisting in efforts to build and enhance the level of financial support offered annually to the College from alumni, parents and friends, and increase the level of participation in annual giving among alumni. The director is specifically responsible for managing the direct mail, Knightcaller, online giving, social media and Senior Class Challenge components of the annual giving program.

Principal Duties and Responsibilities:

- 1) Manage the Knightcaller Program, a student telemarketing program that solicits alumni, parents and friends for annual gifts. Direct an effective partnership with Ruffalo/CODY in the development of training materials, recruitment of student callers, student payroll system, direct mail pieces and email acknowledgements. Determine and outline all calling pools/segments. Establish goals and objectives and monitor weekly progress. (35%)
- 2) Develop and implement the Annual Giving program using direct mail, online, and social media to solicit alumni, parents, and friends for annual gifts. Responsible for coordinating the planning, design, publication, and distribution of effective materials and working with other departments and/or external services to meet deadlines and to successfully meet Advancement goals. (25%)
- 3) Coordinate Senior Class Challenge to raise funds for senior class gift to include identifying and recruiting co-chairs, division leaders, team captains, and team members. Schedule and coordinate training sessions. Coordinate program kick-off and follow-up. (15%)
- 4) Assist with raising other gifts to the College through direct mail, phonathon, e-solicitations and face-to-face donor visits. (10%)
- 5) Collaborate with the Alumni Office, Student Life Department, and student leaders to develop a culture of philanthropy among students, including management of Philanthropy Week. (5%)
- 6) Manage campus fundraising programs, including the Faculty/Staff campaign. (5%)
- 7) Assist with successful reunion giving programs. (5%)
- 8) Perform other related duties as assigned, as well as pursue ongoing professional development through training, conferences, and/or participating in professional associations as appropriate.

Minimum qualifications:

Requires Bachelor's degree in marketing or a related field, plus two years of experience in marketing, development, or a related area; an understanding and appreciation of philanthropy; strong oral and written communication and analytic skills; aptitude and experience with computers, as well as the ability to identify and utilize technology resources to meet objectives; ability to organize and prioritize multiple work assignments; ability to collaborate with others in a team environment and effectively manage the efforts of others; and a strong appreciation for the liberal arts college environment and mission.

Application Procedure:

Send letter of interest including a statement regarding qualities you offer within the context of the Wartburg College mission, résumé, and contact information for three references electronically to: hr@wartburg.edu or by mail to Jane Juchems, Director of Human Resources, Wartburg College, 100 Wartburg Blvd., Waverly, Iowa 50677-0903. See www.wartburg.edu for further information about the college and the city of Waverly. Screening begins immediately and continues until position is filled.

WARTBURG COLLEGE is a selective liberal arts college of the ELCA, nationally recognized for community engagement. As an affirmative action, equal opportunity institution, Wartburg College actively seeks applications from underrepresented groups.